CEC Entertainment

Where a Kid can be a Kid

June 1, 2007

Chuck E. FOCUS



thought of the week...



" Great spirits have always encountered violent opposition from mediocre minds."

,Albert Einstein

Inside this issue:

Magical Hospitality Miami, FL #438

Southeast Region ~ Monica Morales & Diego Perez, Managers

Great Leadership From GM ~ Louis Villisaint

I just wanted to tell you about your employee, Ms. Kani Keita. We lovingly call her "Yes Sir, no problem it can be done". Also, your manager, Mr. Jorge Rodriguez, we call him "If you need help let me know". I have traveled to many countries and received great services in a lot of places, but, let me tell you, Ms. Keita is by far the best. She helped all of us, adults and children with a smile and great service. At one point my wife ordered one pizza which we no longer needed. When I told Keita, I saw her running to the kitchen to cancel the order. Now that is service with speed. My guest and I would like to thank them for a job well done. Please let them know how much we appreciate their help.

Sincerely,

Wiltamar Mendes

Making Magical Hospitality

Newington-Hartford, CT #470

Northern Region, Pedro Navaro, Manager

Great Leadership From GM ~ Dinish Kukreja

On May 6, 2007, I held my twins birthday party at the Chuck E Cheese on the Berlin Turnpike, sight unseen. I have to say it was the first time that I have been to this particular Chuck E Cheese, it was very clean and well maintained. The manager and the party coordinator were very helpful and easily available when needed. I was very impressed and I will certainly be back. It was the first time that I had held a birthday party at Chuck E Cheese and I will certainly be back.

Thank you.

Magical Hospitality Newark, CA #321

Western Region ~ Rachel Panopio & Jack Lee, Managers

Great Leadership From GM ~ April Stoddard

I visited the Newark, CA location yesterday to attend a birthday party @ 2 p.m. I would like to commend the whole staff and facility for the outstanding customer service provided and the clean manner in which the store was kept. This is the cleanest and most enjoyable location that I have been to as of this date.

Please commend the whole staff that was working at this location on yesterday and thank them for making our visit most enjoyable. I would highly recommend this one particular location to all of my friends and family for future birthday parties.

Job well done and keep up the good work!

HR Update

Schedules:

Written work schedules will be posted in the Cast Member's break area by Friday for the work week commencing the following Monday. Only restaurant operations managers on duty are authorized to make changes to posted schedules. Check you schedules daily.

At times you may be asked to come in early and there may be time when it is not possible, due to business demands, for you to leave exactly at the end of your schedule shift. If because of prior commitments, you will need to leave at the end of your scheduled shift you will need to notify a restaurant operations manager prior to the beginning of your shift. Also due to changes in staffing needs, you be notified in advance not to come to work.



WEEK 21

Compliments

Week Ending May 27, 2007

Midwest Region:

Western Region:

321

Southwest Region:

11x's 599, 942, 587, 33, 715, 854

Northeast Region:

470, 645, 518, 452, 536

Southeast Region:

772, 772, 71, 615, 66, 682, 438, 720

Complaints

Week Ending May 27, 2007

Midwest Region:

96, 58, 678, 34, 59, 728, 826, 832

832, 872, 360

Western Region:

308, 311, 419, 443

Southwest Region:

596, 731, 33, 716, 733, 717, 558

Northeast Region:

489, 488, 470, 542

Southeast Region:

71, 84, 611, 616, 771, 614, 780

TOP TEN SALES VOLUME

LOCATION			VOLUME
1	#446	Bell / LA	$72,752
2	#716	New Orleans-Veterans	$67,337
3	#418	Sun Valley / LA	$60,702
4	#438	Kendall, FL	$56,172
5	#420	Brandon/Tampa, FL	$55,789
6	#596	Grand Prairie, TX	$54,317
7	#722	Orlando-Waterford, FL	$53,746
8	#585	Houston-Willowbrook	$52,616
9	#523	Bronx, NY	$52,219
10	#430	Tampa-Carrollwood	$51,653

TOP TEN SALES INCREASE

LOCATION		% INCREASE
#589	Anchorage, AK	74.1%
#857	Sherman, TX	56.7%
#937	Amarillo, TX	52.1%
#688	Chicago-Arlington, IL	50.8%
#889	North West Hwy/OKC	44.7%
#854	Grapevine, TX	39.8%
#961	Topeka, KS	39.2%
#034	Oaklawn / Chicago	37.7%
#950	West Plano, TX	36.2%
#667	Jackson, TN	35.9%

Tech Support

5 Star Redemption Gun Assemblies
Below are illustrated list of available service kits for the guns on the Surfin Safari, and other games made by 5 Star Redemption. These kits will enable you to make required repairs to your guns should they need it. 5 Star Redmeption can be reached at 818-773-6057.















Marketing Update

On June 7th, 2007 we will be launching our monthly email campaign to guests who have signed up to receive coupons through our Chuck E-Club Newsletter. These 4 offers will be the following coupons below with an expiration date of July 8th 2007.

US COUPONS

Coupon#1	Coupon#2	Coupon#3	Coupon#4
$19.99	$23.99	$29.99	$12.50
1-2 Topping Pizza	1 Large Pizza	1 Large Pizza	Buy 50 Tokens
4 Soft Drinks	4 Soft Drinks	(1-2 Topping or our Super Combo)	Get 50 Tokens Free
28 Tokens	28 Tokens	1 Medium Cheese Pizza	Total of 100 Tokens
Coupon Code #173	1 Salad Bar	4 Soft Drinks	Coupon Code #321
	Coupon Code #205	30 Tokens	
		Coupon Code #221	

CANADA COUPONS

Coupon #1	Coupon #2	Coupon #3
$29.99	$16.50	$23.99
Large 1-2 Topping Pizza or Combo	Buy 50 Tokens Get 50 Free	Large 1-2 Topping Pizza or Combo
4 Soft Drinks	Coupon Code #801	4 Soft Drinks
24 Tokens		24 Tokens
1 Large Salad Bar		Coupon Code #800
Coupon Code #803		

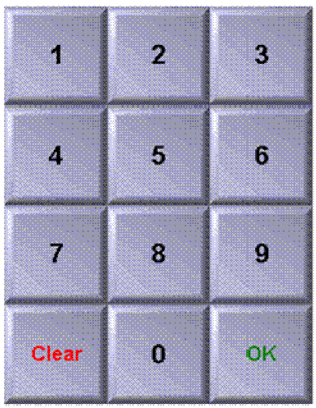
You may see some of these coupons come in a text format. Please except these as well as some of our guests cannot receive the HTML coupon graphics. If you have any other questions about our E-marketing program, feel free to call me directly at 972-258-4281 or email **rlinders@cecentertainment.com**



From Desktop/POS Support

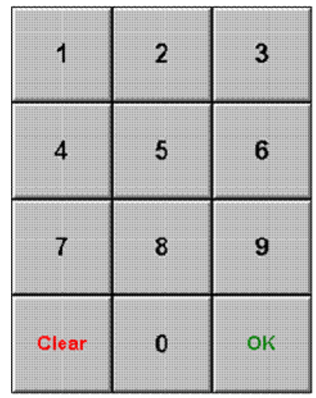
Javelin POS Terminal Video Mode Check

All Javelin POS terminals (Wedge and Viper) support a high performance graphics mode that allows much more vibrant colors and faster screen displays to be utilized.



EGI mode enabled

(Recommended)



16 Color mode

Low Performance

By looking at the login screen, you can tell if your Javelin terminal is using the enhanced graphics mode or not. All other keys and images on the POS will also reflect the enhancement.

If you have a Javelin terminal(s) that is not utilizing the EGI graphics mode, please contact POS Support via the POS Support website and start a ticket requesting, “EGI Mode activation”.

This update is for the Javelin POS terminals only and does not apply to any IBM POS Terminals.

From this website you can start POS Support tickets, check the current status of your open calls, review the history of past calls and even respond to the technician assigned to your ticket directly. This website is a tool to communicate more quickly and directly with POS Support technicians and to aid in being more informed of the status of your support requests.

To Access the POS Support Website:

1. Click the Start button
2. Click on the POS Support Icon.

Purchasing Info

New Beer Cups

Because of the description on the box and on the invoice, there is some confusion in regard to the size of the new large beer cup versus the size of the old one. The manufactures description on the new beer cup is 21 oz, based on total capacity. The manufactures description on the old beer cup was 20 oz., based on suggested fill level.

If filled to the top, both have 21 oz. capacity. If filled to the line that is about $\frac{1}{4}$ inch down from the top, both have a 20 oz. capacity. Ideally, the fill should be just above the 20 oz. line. If filled to that level, both cups would use the same amount of beer, with roughly $\frac{1}{4}$ inch remaining to the top edge of the cup.

The new cup has two additional lines below the 20 oz. line. Those lines represent fills of roughly 18oz. and 19 oz., which we definitely should not be using.

Cup Cost Comparison

Old cup cost $0.149

New cup cost $0.056

Savings per cup $0.093

If you have any questions in regard to these new cups, please call the Purchasing Department @ 972-258-5550.



CEC Entertainment

10% Sprint *Monthly discount*

All current and retired personnel qualify



Samsung M610

Offer ends June 13, 07

Power Vision
Thinnest Flip Phone in US
2.0 Mega pixel Camera & video camera
Bluetooth Enabled
64mb MicroSD card is included
Phone as Modem.

BUY 1 *for only* **$79.99***
GET A 2ND FREE

$279.99 Regular each
After $150 instant savings per phone,
$50 mail in rebate on 1st phone &
$129.99 mail in rebate on 2nd phone



LX150

Bluetooth Enabled

FREE*

$169.99 Regular
After 150 instant rebate
-$19.99 mail in rebate
Text messaging
Color - Blue



Limited Time Offers

KATANA *by* Sanyo

VGA Camera Phone
Ultra Slim Blade Phone
Bluetooth Enabled

$29.99*

$249.99 Regular
After $150 instant savings
$20 bill credit & $50 mail in rebate
colors are available



You may be eligible for a new phone upgrade? *Give us a call.*

See additional phones & rate plans

www.wirelessbof.com

(Select CEC Entertainment – Login 248)

Call for current promotions : Due to timeline requirements, some of these limited time promotions may not be available. Please call for current promotions.

Power Pack Family Plans Starting at
Family Plan includes 2 phones
Add up to 3 lines for $9.99 ea monthly
$59.99 before discount **550** anytime
$69.99 before discount **700** anytime
$89.99 before discount **1400** anytime
Unlimited Nights & Weekends at 7pm *
Unlimited Phone to Phone Calling *
Nationwide Roaming*
Unlimited Long Distance

Individual plans
$39.99 before discount **450** anytime
$59.99 before discount **900** anytime

Ask about Free* laptop connection aircards & unlimited web access for $59.99 mo*



Introducing the

Samsung M300

FREE*

$179.99 Reg
After 150 instant rebate
-$29.99 mail in rebate
Text messaging
Sprint vision
VGA Camera
Bluetooth enabled
Large display
Wireless backup
Colors available



Your Authorized Sprint Representative
Curtis Johnston
Special Accounts
MobileToll Free **888 387 7727**
Office **866 321 3307**
CurtisJ@Wirelessbof.com
Wireless Gallery

Sprint®™
Authorized Representative

CEC Entertainment

Where a Kid can be a Kid

June 8, 2007

Chuck E. FOCUS



thought of the week...



"Acknowledge that you failed, draw your lessons from it, and use it to your advantage to make sure it never happens again."

,Michael Johnson

Inside this issue:

Magical Hospitality Grapevine, TX #854

Southwest Region ~ Shawn Stembridge, Manager

Great Leadership From GM ~ Michael Gehrett

I LOVE LOVE LOVE your Grapevine Chuck E. Cheese! I visited this location Thursday 5/24/07 in the evening for a walk-in party for my nephew. The female employee working Kid Check was very sweet and gave my nephew a birthday balloon and some tokens. Then Kylie and the rest of the staff came by our table to sing Happy Birthday to my nephew...usually my nephew is scared of Chuck E., but somehow Chuck E. got my nephew to give him a high five!!!! They were awesome!!! Thanks so much guys, keep up the excellent service!

Sincerely,

Angelica Rodriguez



Making Magical Hospitality

Memphis - Cordova, TN #563

Midwest Region, Kim Cleaves, Manager

Great Leadership From GM ~ Eldon Brittmon

Last week I was in the restaurant with my son's 1st grade field trip. There was a server named Alexandria who was working both the register and the ticket redemption counter. I was amazed at how calm and cool she was working both locations. With so many children in there and so many turning in tickets for prizes she never seemed stressed or overwhelmed. I hope that this note will get to her manager and someone tells her what a great job she is doing. I also hope that I encounter the same service the next time I go in there.

Thank you.

, P.M. Clark

Magical Hospitality Lansing, MI #326

Midwest Region ~ Ben Owen, Manager

Great Leadership From GM ~ Abby Monroe

I wanted to take an opportunity to express how very pleased and impressed I was with the care and attention that we received for my daughters birthday party! Ben went out of his way to ensure that everything was just right for this special day. He is a very hard worker! I was amazed at not only how he oversaw all of the small details but he went above and beyond as far as assisting with 15 out of control, very happy and excited kids! There was also a lady who may have been a manager that greeted us and got us started when we came in. I appreciate the attention she gave as well. We had a wonderful time! I can't thank you enough. I hope you will pass the feedback along to both of them as they deserve to be recognized.

Anne Li, mother of Lian Li (party took place 5/31/07)

HR Update

Email and Voice Mail Etiquette

Please remember that when you receive an email or a voice mail (especially from Operations) that the recipient is expecting to receive a quick response. A reply should be within 24 hours and preferably within the same working day. If the response is complicated or may take time to research, just send a response back saying that you have received the request and you will get back to them as soon as possible. This will put the requestors mind at rest.





WEEK 22

Compliments

Week Ending June 3, 2007

Midwest Region:

674, 319, 326, 834, 835, 947

Western Region:

357, 314, 627

Southwest Region:

31, 6 x's 599, 585

Northeast Region:

849, 448, 478, 478, 651, 519, 628, 534

Southeast Region:

613, 62, 437, 614, 703

Complaints

Week Ending June 3, 2007

Midwest Region:

96, 348, 738, 67

Western Region:

108, 399, 462, 462, 462, 362, 332, 308

315, 406, 447, 95, 414

Southwest Region:

587, 943, 593, 857, 38, 35, 35, 585

Northeast Region:

485, 472, 479, 498, 840, 476, 541, 537

Southeast Region:

531, 68, 121, 682, 681, 483, 759

TOP TEN SALES VOLUME

LOCATION			VOLUME
1	#446	Bell / LA	$90,338
2	#783	Brentwood, CA	$89,257
3	#420	Brandon / Tampa, FL	$74,032
4	#418	Sun Valley / LA	$73,768
5	#430	Tampa-Carrollwood	$73,044
6	#438	Kendall, FL	$73,018
7	#716	New Orleans-Veterans	$65,627
8	#682	Boca Raton, FL	$63,686
9	#041	Bakersfield,CA	$62,047
10	#424	Hialeah / Miami, FL	$61,691

TOP TEN SALES INCREASE

LOCATION		% INCREASE
#889	North West Hwy/OKC	69.1%
#423	Norwalk / LA	55.0%
#589	Anchorage, AK	52.4%
#937	Amarillo, TX	48.7%
#860	Sioux Falls, SD	42.9%
#655	Cedar Falls, IA	36.8%
#041	Bakersfield, CA	36.3%
#440	Pico Rivera / LA	34.3%
#797	Edina, MN	33.8%
#580	Dallas-Valley View, TX	33.2%



Tech Support

Coastal Amusement Slam Dunk Service Bulletin



The power supplies found in the Slam Dunk can fail due to the vibration caused from normal game play.

To help reduce the vibration, Coastal Amusements now has available a Rubber shock mount kit for the power supply. The Kits are free of charge and the part # is FE-UG-SD-PSMNT.

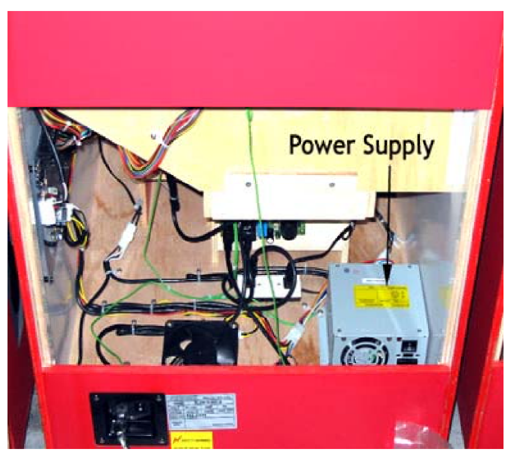
The kit contains the following items

Qty 4 Black Rubber shock mounts

Qty 4 #6 x 1 ¼ '" wood screws

Instructions for installation





Please call Coastal Amusements at 732-905-6662, should you have any questions.

Remember to Visit the Technical Support website at BBS.CECENTERTAINMENT.COM for this and other Service Bulletins for future reference

Marketing - Coupon Promotion

JUNE 17, 2007 COUPON PROMOTION

All stores will be participating in an FSI coupon promotion on June 17, 2007. Coupons will expire on July 28th. Coupon details by markets are listed below:

- 1 large pizza with one or two toppings or Super Combo - 4 drinks - 30 tokens $19.99	**BUY 50 TOKENS GET 50 TOKENS FREE** Get a total of 100 tokens $12.50	Buy any Large Pizza with 1 topping for only $9.99	- 1 large pizza with one or two toppings or Super Combo - 4 drinks - 100 tokens $29.99

ABILENE
ALBANY, GA
ALEXANDRIA
AMARILLO
ATLANTA
AUSTIN
BATON ROUGE
BEAUMONT
BIRMINGHAM
BOISE
BUFFALO
CHARLESTON, SC
CHARLESTON, WV
CHATTANOOGA, TN
CHICAGO
COLORADO SPRINGS
COLUMBIA, MO
COLUMBUS, GA
DALLAS/FT. WORTH
DAVENPORT
DAYTON/SPR.
DENVER
DES MOINES
DETROIT
DOTHAN
EL PASO
ERIE
EVANSVILLE
FT. SMITH/FAYETT
FT. WAYNE
GRAND JUNCTION
GRAND RAPIDS
GREENBAY
GREENSBORO-W. SALEM
GREENVILLE, SC
HATTISBURG, MS
HOUSTON
HUNTSVILLE
INDIANAPOLIS
JOHNSTOWN/ALTOONA
JOPLIN, MO
KNOXVILLE
LACROSSE
LAFAYETTE
LAKE CHARLES
LANSING
LAS VEGAS
LEXINGTON, KY
LINCOLN
LITTLE ROCK, AR
LOS ANGELES
LUBBOCK
MACON
MADISON
BROWNSVILLE
MIAMI
MINNEAPOLIS
MONTGOMERY
NEW ORLEANS
OMAHA
ORLANDO
PALM SPRINGS
PEORIA
PHOENIX
PITTSBURGH
PORTLAND, OR
RALEIGH/DURHAM
RAPID CITY, IA
RENO
ROANOKE
ROCKFORD
SHERMAN
SIOUX CITY
SIOUX FALLS
SOUTH BEND
SPRINGFIELD, IL
SPRINGFIELD, MO
TAMPA/ST. PETE
TOLEDO
TOPEKA
TRI-CITIES/JOHNSON CITY
VICTORIA
WACO
WEST PALM
WICHITA FALLS
WICHITA, KS
WILKES/BARRE-SCRANTON
YOUNGSTOWN
YUMA/EL CENTRO

- 1 large pizza with one or two toppings or Super Combo - 4 drinks - 30 tokens $20.99	**BUY 50 TOKENS GET 50 TOKENS FREE** Get a total of 100 tokens $12.50	- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 50 tokens $23.99	- 1 large pizza with one or two toppings or Super Combo - 4 drinks - 100 tokens $29.99

MARKETS:

ANCHORAGE
BAKERSFIELD
BALTIMORE
CINCY
NEW YORK
NORFOLK/VA BEACH
SALINAS/MONTEREY
SALISBURY, MD
SAN DIEGO
SAN FRANCISCO
S BARBARA -S MARIA
SEATTLE
WASHINGTON DC

Marketing - Coupon Promotion

- 1 large pizza with one or two toppings or Super Combo - 4 drinks - 30 tokens $21.99	**BUY 50 TOKENS** **GET 50 TOKENS FREE** Get a total of 100 tokens $12.50	- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 50 tokens $24.99	- 1 large pizza with one or two toppings or Super Combo - 4 drinks - 100 tokens $30.99

ALBANY, NY	FRESNO/VISALIA	PHILADELPHIA	SPRINGFIELD, MA
ALBUQUERQUE	GREENVILLE, NC (JAX NC)	PORTLAND, ME	ST. LOUIS
BINGHAMPTON	HARRISBURG, PA	PROVIDENCE	SYRACUSE, NY
BOSTON	HARTFORD	RICHMOND	
CHARLOTTE, NC	JACKSONVILLE	ROCHESTER	
COLUMBUS, OH	LOUISVILLE	SACRAMENTO	

- 1 large pizza with one or two toppings or Super Combo - 4 drinks - 30 tokens $19.99	**BUY 50 TOKENS** **GET 50 TOKENS FREE** Get a total of 100 tokens $12.50	- 1 large one topping pizza - 2 regular size soft drinks - 20 tokens $16.99	- 1 large pizza with one or two toppings or Super Combo - 4 drinks - 100 tokens $29.99

MARKETS:

AUGUSTA	COLUMBIA, SC	MEMPHIS	SAN ANTONIO
BILOXI-GULFPORT	CORPUS CHRISTI	MILWAUKEE	SAVANNAH
BOWLING GREEN	FLINT/SAGINAW	MOBILE/PENSACOLA	SHREVEPORT
CEDAR RAPIDS	JACKSON, TN	NASHVILLE	TULSA
CLEVELAND	KANSAS CITY	OKLAHOMA CITY	TYLER/LONGVIEW

Call the POS department at 972/258-5451 if you have any questions about your registers. If you have any questions after hours, call 817/870-0744.

Please call Piper Ranne at 972/258-5489 if you have any questions about the coupon promotion.

Merchandising Info...

Easy change for Merchandise counter

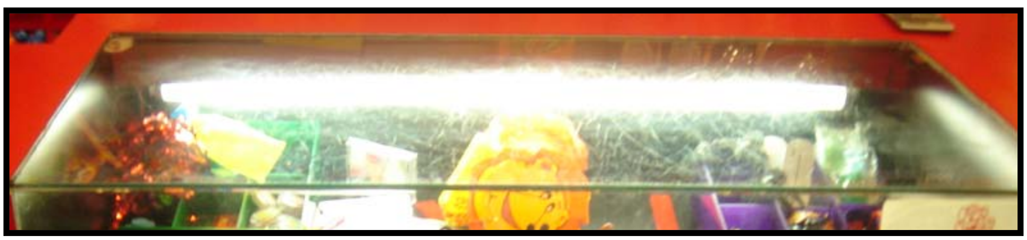
Take a look at your merch cases.

Is your glass scratched up?

How to fix: Call Mass Glass

1-888-742-8837

** Remember to order safety glass! **



By changing the glass you will create a NEW clean look instantly.

FROM THE HR DEPARTMENT



YEAH! WAY TO GO!

Location #971 (North Memphis TN) had a DOL audit on 5/31/07 and had NO violations. Congrats to David Pippin (DM) and Kevin Hutchison (GM).



CORRECT YOUR EMPLOYEE JOB CODES

Employees work very hard to attain the status of Team2 Trainer and Opening or Closing Coordinator. Employee promotions (change in positions) should be submitted to payroll so that our records accurately reflect their progress with the company. Employees often need payroll data supplied to outside agencies i.e. loans, governmental assistance and we are questioned by those agencies <u>and</u> the employees as to why our records do not reflect the correct job position. This upsets the employee and appears deceitful to outside agencies. Please be sure that each employee is classified correctly to reduce data error and confusion.

RISK factor

5 STEPS TOWARDS LADDER SAFETY

Whether you are changing a light bulb, cleaning the Sky Tubes, or simply reaching the top shelf in the Merch closet – SAFETY is always a priority. This is especially true when using a ladder. With every Chuck E. Cheese's location having multiple ladders, many Cast Members & Managers take its use for granted. In fact, cast members and managers are injured every year, where a ladder is involved & is being used incorrectly.

<u>Here are five simple steps to help prevent these injuries in Chuck E. Cheese's:</u>

1. **Check Out Your Ladder**
    a. Make sure the ladder you are using is the right one for the job. It should be of sufficient height and should fit properly in the space you are working in.
    b. The ladder you are using should not be broken or bent in any way.
    c. While some ladders can be extremely heavy duty, no ladder lasts forever, so be sure to check your ladder regularly (purchase ANSI standard replacement ladders at your local Home Depot or Lowes)

2. **Clear the Area**
    a. Stand the ladder on level ground (do not place the ladder on top of a booth, a table, or a counter).
    b. Look above you prior to climbing.
    c. If you are setting up the ladder near a doorway, make sure the door is locked.
    d. If you are setting up the ladder in a "high-traffic" area, make sure to alert those around you.

3. **Setting up Your Ladder**
    a. Make sure that your ladder is fully extended and locked into place.
    b. Always face the ladder in the direction that you will be facing. You do not want to twist your body to reach the area you need.
    c. Make sure that the distance from the base of the ladder to the wall is no more than ¼ the height of the ladder.

4. **Carrying Items**
    a. Remember, you want to have as little as possible in your hands at all times.
    b. Have an assistant help to hand you heavy items, instead of carrying them as you climb.
    c. Ensure that your body has at least three points of contact with the ladder when climbing up or down.

5. **Standing & Climbing**
    a. If you can't reach – don't try. Overreaching can lead to accidents and injuries.
    b. On a stepladder, don't stand any higher than the second level from the top.
    c. On an extension ladder, don't stand any higher than the fourth level from the top (have an someone hold the ladder when standing higher than 12')
    d. When climbing up or down make sure to have both feet and at least one hand on the ladder at all times.
    e. Do not have anyone else on the ladder with you.

CHUCK E. CHEESE'S

CHUCK E. FOCUS - JUNE 2007 ISSUES
(TWO ISSUES - 6/1/07, 6/8/07)

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Submission by Steve
Version 1.0